WEST CAP

Menomonie Farmer's Market

VENDOR HANDBOOK

2023

In big cities and small towns across the country, farmers markets are being recognized as an important part of community life. They provide a profitable marketplace for farmers to generate extra income, and a convenient opportunity for consumers to purchase fresh products directly from area farms. Farmers markets also provide a visible and direct connection between agriculture and city. Like the county fair, they offer a highly visible and positive reminder of the important role of agriculture in supporting the quality of life for everyone

The Menomonie Farmer's Market has been successful in offering all these benefits to the Menomonie area community since 2000. Founded by a small group of local farmers and enthusiast the market has seen a remarkable growth in participation and sales. Farmer participation is approximately 85-100 vendors annually. A typical market day has 45-55 vendors selling everything from vegetables to fruit, eggs, meats, cheese, bakery, and handmade crafts. Market is held in Wilson Park Pavilion twice a week on Saturdays and Wednesdays during the Summer season and once a week on Saturdays during the winter months. Menomonie Farmer's Market operates a SNAP/EBT program to ensure that people from a wide range of economic backgrounds have access to fresh farm-to-market food. This benefits both the vendors and customers alike.

MANAGEMENT

The Menomonie Farmer's Market is managed by WEST CAP, West Central Wisconsin Community Action Agency, a 501(c)(3) - non-profit organization.

West CAP is proud of its history as an innovative, forward-thinking organization. Established in 1965, West CAP was one of the first community action agencies in the United States. Since then, West CAP has worked to promote the self-sufficiency of low-income families in the rural communities of west central Wisconsin, operating as an equal opportunity employer and service provider. West CAP continues to help families overcome poverty and achieve economic stability by following its mission:

"The mission of West CAP is to take action against poverty by developing the social and economic assets of low-income families and their communities and by working to create a more just and sustainable society."

WEST CAP CONTACT INFORMATION

Address: 525 2nd St, Glenwood City, WI 54013

Phone: (715) 265-4271

Fax: (715) 265-7031

MARKET MANAGER'S CONTACT INFORMATION:

Phone: (715) 641-0050

Email: manager@menomoniefam.org

INTEGRITY

Menomonie Farmer's Market is a **producers-only** market. This means that all products sold at the market must be grown, made or produced by vendors. Participation at the market is available to local area:

GROWERS – small family-owned farms located in the area and offering **100% farm-sourced products**

PRODUCERS – small family businesses specializing in **processed foods made from purchased ingredients**

ARTISTS – small family-businesses specializing in original **handmade art or craft**.

INTEGRITY PRINCIPLE

GROWERS

As a local grower, I certify that all produce sold at the Menomonie Farmer's Market is grown by me from seeds or plugs. I will be honestly sharing my farming practices, fertilizer usage, herbicide application and harvesting time with market staff and customers alike.

As an animal/poultry/fish farmer I certify that all animal products and by-products sold at the market are from animals grown on my farm. I certify that all animals/poultry were born on my farm or purchased at a young age and have been raised on my farm no less than:

- For poultry: raised on my farm no less than eight weeks
- For beef/cattle: raised on my farm no less than twelve months
- For small ruminants & Swine: raised on my farm no less than six months
- For egg: chickens raised on my farm no less than twelve weeks

PRODUCERS

As a producer vendor I certify that all items I sell at the market are made by me following my original formulas, recipes, formulations, and techniques. I pledge to never use pre-mixed products sold in bulk or in kits and use as much of local ingredients as possible.

ARTISTS

As a local artist I certify that all items sold at the market are made by me from scratch and are of my original design, technology, and process. I pledge to never bring "kit crafts" or pre-made items.

LABELING

All vendors agree to display their name or the name of their business prominently and conspicuously in the booth.

All Vendors agree to obey **Fair Labeling and Packaging Act** and follow all labeling requirements as applicable to the product they sell. All labels should include vendor's name or name of the business.

If vendor uses a third party for any packaging and or/labeling needs of a product they made, they will provide a proof of the transaction to the market staff within three days of the request. Only invoices issued onto the vendor's name will be accepted.

A concern about violation of market Integrity will result in a Challenge Farm visit on a short notice (three days or less). A violation of the Integrity principle can terminate vendor's market membership of the current season without a refund and might jeopardize future participation at the farmer's markets.

FARM VISITS

The goal of farm inspections process is to verify that our members are upholding the producer-only rules of Menomonie Farmer's Market.

- Having a transparent inspections process helps keep our members honest.
- The inspections process helps keep a level playing field between our members.
- The inspections process helps maintain the trust of our customers.

The claims that are made about the Menomonie Farmer's Market and what is sold there are the foundation of a relationship between vendors and the public.

1. New Member Inspection (Initial farm visit)

All new market applicants agree to follow all rules and acknowledge that products must be of their production. Vendors agree to allow for inspections of records and products – this can be done electronically or on-site. Vendors grant permission to inspect their farm/facility to determine eligibility to participate at the Farmer's Market. New Member inspection is performed during application process. Market manager and at least one advisory board member must be present if inspection is done on-site.

2. Routine Inspection (Annual farm visit/updates)

Is performed by a market manager at the market or on-site and members are notified of this inspection in writing at least 24 hours in advance.

At-Market Inspection

- Products available for sale are cross-referenced with products listed on the application
- Available products, packaging, boxes, truck, product labels, etc. may be photographed
- A spot-check of required licenses, recipes, processing invoices etc. may be conducted
- Temperature readings of coolers, samples, etc., may be taken
- The market manager will discuss operations, involvement, growing practices, varietals, etc. with the vendor

Production Site Inspection

- Map of all production site(s) showing where produce is currently being harvested from
- List of properties/production sites identifying if they are owned or leased
- Copy of all current lease agreements of production sites
- Records and receipts for raw materials, shipping dates, etc.
- List of crops that are only coming from storage and will not be found in production at this time
- Ownership verification for any secondary members that sell for you at market

3. Challenge farm visit

Reason for a challenge farm inspection: a complaint from a market vendor, market patron or an anonymous complaint. Market manager must first present a complaint to the advisory board for voting if it is a reason for a challenge inspection.

Challenge Farm Visit Protocol

1. A vendor is notified of a complaint with general wording and no details are provided.
2. A farm visit is scheduled to be performed at earliest convenience. Member may not attend the market until a farm visit is performed.
3. Three advisory board members perform a challenge inspection, and each fill out the online inspection forms
4. All materials are turned in to the advisory board for further voting.
5. Member is notified of the voting results and given a copy of inspection forms and original complaint.
6. Advisory board decision is final and may be appealed only if membership is terminated.

In a situation that a complaint is found sufficient, and a violation is found during the Challenge Farm Visit the following decisions can be made:

Issue a violation (first, second, third)
Suspend membership of a Vendor
Terminate membership of a Vendor
Prohibit sale of a specific product/group of products for a season

Inspection forms remain in the vendor's file for three years. The Menomonie Farmer's Market strives to inspect members in a manner that is fair, transparent, and equal. If the name and contact information of the person submitting a complaint is known, then a letter with the inspection results will be sent to the addressee.

MARKET'S ADVISORY BOARD

Menomonie Farmer's Market invites vendors to volunteer their time and participate in the market's Advisory Board. The advisory board meets once a month on a first Saturday of the months after the market. It is a group of seven vendors formed to give advice and support to the market manager and assist in Farm visits as needed.

To become a candidate a vendor must:

1. Be a vendor at the market for at least three years
2. Be in good standing with the market rules
3. Be of a good character and respect to confidentiality of the discussed matters

Those vendors interested to join the Market's Advisory board can inform a market manager or just show up at the meeting. In a situation when more than seven vendors want to join the board, an anonymous voting will be held to approve new members.

PRODUCTS SOLD AND LOCATION OF LAND:

Menomonie Farmer's Market is a producers-only market. All vendors agree to follow the Integrity Principle of a producers-only market and allow market staff and/or advisory board members to perform farm visits in accordance with the market Integrity Policy.

All products being sold during the market must be produced by the vendor within a 30-mile radius of Menomonie. The Market Manager reserves the right to include products grown outside of that radius if inclusion of the product will enhance the market.

Membership is not guaranteed. All applications are subject to approval.

APPLICANTS, FARM/BUSINESS VISITS AND PICTURES:

A new vendor is a vendor that has not participated in the market during the two seasons prior to the application.

All new vendors must first submit New Vendor Form and pay a Screening Fee. This fee is non-refundable and will not be applied towards annual membership if membership is approved.

New Vendor forms is available on the market website: https://www.menomoniefam.org/newvendorform to be filled out and submitted electronically or downloaded as PDF to be completed and mailed to West CAP. Paper copies are always available from the market manager during the market days or to be mailed per request.

Market manager will screen New Vendor Forms and contact New Vendors if additional information is needed. Membership is not guaranteed and is subject to approval.

Businesses with a storefront will be pre-approved by the Market Manager on a case-by-case basis.

A returning vendor is a vendor in good standing with the market that has participated in any of the TWO seasons prior to the current market season. All returning vendors are provided with a current year application and are approved immediately. A vendor that has their membership terminated in the past two years must first submit a New Vendor Form.

Vendors give Menomonie Farmer's Market a permission to use pictures of their farm, process or finished work taken by the Menomonie Farmer's Market staff during farm/business visit and to also use public pictures of their business retrieved electronically from businesses' social media (FB, Instagram or other) or website/Etsy to promote the market.

SPOT ASSIGNMENT:

Vendor spots are approximately ten by ten feet.

Vendors will be assigned stalls prior to the first market day based on a type of product they offer, number of days in attendance and number of applications accepted. Stalls will be assigned ONLY for the days that are specified on the "Menomonie Farmer's Market Application". If extra days added during the season space might be different for the days added.

Spots are assigned by a market manager. Vendors may request a special placing for health reasons only.

Vendors are guaranteed a same seasonal spot only if applying for a full season.

Vendors applying for less than a full season and full-time vendors that have applied after the due date are not guaranteed same seasonal spot and can be moved from one spot to another during the season as spots become available.

If a vendor decides to add more days other than specified in the original application, then they must inform the Market Manager in advance. Vendors are not guaranteed to keep the same spots on those additional days.

STATE LICENSES, PERMITS AND LABELING:

It is the responsibility of every vendor to know if it is required to collect and remit Wisconsin Sales Tax.

Wisconsin has a vibrant local foods economy and you will find customers eager for your products. Be sure to follow the rules that govern preparation and sale of foods to help ensure public health and protect your brand!

There are new opportunities to sell certain farm and home-prepared food products in Wisconsin without a license. While a license **is required** to prepare food that is **potentially hazardous**, food that will be sold or given to another business for further sale (**wholesale)**, and **food sold outside of Wisconsin**, a license is not required for some homemade foods sold within the state.

All permits and licenses are the sole responsibility of the vendors. Applicants must submit copies of all permits/licenses with their application OR at least five days prior to the first day of attendance if licenses are still being processed at the time of application. Vendors are responsible to provide an update to the market manager if their licenses are being revoked, annulled, re-issued or annually renewed within one week of the licensing change.

No License Required: PRODUCE

Fresh fruits and vegetables are always in season when it comes to selling the bounty of your harvest. No license is required to sell raw, intact fruits and vegetables. Growers should follow Good Agricultural Practices in planting, growing, and harvesting fresh produce and may need to meet requirements of the Produce Safety Rule. Growers may rinse freshly harvested produce in clean water, remove roots, and package in bulk for delivery. A license **is required** if fruits and vegetables are cut, sliced, peeled, frozen, or otherwise **processed** before sale.

No License Required: PREPARED FOODS:

Homemade foods are prepared in the home, generally in the kitchen where family meals are prepared. If you use your home kitchen to prepare food for sale, you are limited to making **non-potentially hazardous foods** and you must sell directly to the consumer or 'end user' and only in the state of Wisconsin.
Non-potentially hazardous foods are those considered safe 'on the shelf'. Non-potentially hazardous foods can be safely held for an extended time without refrigeration.
Non-potentially hazardous foods generally have a pH of 4.6 or below, or a water activity (a_w) of 0.85 or less. Most cookies and yeast breads, some confectionary products, and properly canned acidic fruits are examples of non-potentially hazardous foods. Examples of foods that are potentially hazardous and **may not** be prepared at home for sale include, buttercream frostings, cream or

custard pies, yogurt and other dairy foods, prepared meals, or casserole dishes. In addition, certain laws apply to making pet foods, and meat, poultry, and other products.

Sales of homemade foods, when allowed, are **limited to retail sales,** those sales that are directly to the consumer or end user. Retail sales of allowable non-potentially hazardous, homemade foods may be from your home or from a location such as a farmers' market stand. A **farmers' market** is defined as a common facility where two or more farmers or growers gather on a regular basis to sell raw agricultural commodities, eggs, and processed foods that they produce, directly to consumers. A farmers' market is not a roadside stand or a farm stand.

Home-prepared food may not be sold at a licensed food business, even if you own the business. When preparing food at home, a **hygienic family kitchen** will help protect both food safety and food quality.

Best Practices for Preparing Food at Home for Sale

• **Wash** hands often and wear gloves when handling ready-to-eat foods.
• **Use soap and warm water** to keep equipment and work areas clean; keep all equipment in good working order.
• **Sanitize** cleaned work surfaces and equipment after each use. Be sure to follow label directors for any sanitizer used on food-contact surfaces. Bleach is one common food-contact surface sanitizer.
• Have a **well lit** kitchen.
• **Keep pets out** of the area where you are preparing food for sale.
• Place prepared food in **clean packaging** and clearly **label** all the ingredients, especially allergens.
• **Keep records** of what you prepare and where you sell. Records will help keep your business profitable while also helping you keep track of foods in the event of a recall or foodborne illness investigation.

Be sure to check with your local municipality for zoning regulations and other rules that may apply to a home-based business.

Note: Foods prepared under **Cottage Foods Laws** in **other states** may not be sold in Wisconsin.

Products Exempt from Licensing – No License Required

As long as you follow a few rules, you are exempt from having a license to prepare some foods at home or on a farm, including:

Apple Cider. Cider must be pressed and bottled by the vendor. Unpasteurized or unheated (raw) cider must be fully labeled, including an approved warning statement. Cider processors are exempt from licensing only as long as no other food processing activities are occurring.

Canned Fruit/ Jams and Jellies. Home-canned fruits and jams and jellies made in Wisconsin may be sold at farmers' markets or community events in the state. Items must be low-pH (4.6 or below), canned in a home kitchen, and sales are limited to $5,000 per person per year. Canned goods must be properly labeled, including an ingredient statement, and a notice posted at the point of sale letting

consumers know the product is homemade and not subject to state inspection. **Note:** sales of home-canned fruits and acidified vegetables are limited to **farmers' markets** and community or social events.

Cookies, cakes, and other homemade items. Home-prepared not potentially hazardous treats may be sold directly to consumers. Items such as cookies and cakes, doughnuts and even roasted coffee beans may now be prepared in your home kitchen without a license and sold directly to consumers in Wisconsin. Items that **would not be allowed** have cream or custard fillings, buttercream frosting or are otherwise potentially hazardous and require refrigeration for safety. Clearly label all allergens.

Candies and confections. Chocolates, fudge and other non-potentially hazardous confections may be made in a home kitchen and sold directly to consumers in Wisconsin. Clearly label all allergens.

Dehydrated or dried fruits, grains, herbs, and vegetables may be prepared in a home kitchen and sold directly to consumers. Dry soup mixes and tea blends may be prepared at home, as well as dry spice blends and roasted coffee.

Field-Dried Vegetables. No license is required for sale of field-dried peppers or dry beans that are dried naturally in the field. Product must be protected from spoilage and contamination during the natural drying process.

Fresh fruits and Vegetables. Share the bounty of your harvest! You may rinse in clean water, remove roots and package in bulk for delivery. A license is required if you cut, slice, peel, freeze, or otherwise process fruits and vegetables.

Honey. No license required for honey sold as beekeeper's own and no added color, flavors, or ingredients, including air incorporated by whipping.

Maple Syrup. Producers of maple syrup may bottle and sell their product at retail without a license as long as no other food processing activities are occurring. Product must be accurately labeled.

Pickled Vegetables (Canned). Home-canned pickled vegetables made in Wisconsin may be sold at farmers' markets in the state without a license. These items must be low-pH (under 4.6), the items must be made in a home kitchen and sales are limited to $5,000 per person per year. Canned goods must be properly labeled, including an ingredient statement, and a notice posted at the point of sale letting consumers know the product is homemade and not subject to state inspection.

A Wisconsin law in 2011, sometimes called the 'pickle bill', allows limited sales of home-canned acid or acidified foods without a license. Product must be produced in a home kitchen, sales are limited to $5,000 per year, and must be direct to consumers; farmers' markets are one of the approved sales locations. Labeling of the product must include: "*This product was made in a private home not subject to state licensing or inspection."*

License Required

A **license** is issued annually to an individual at a specific location and may cover a number of different activities. While some food businesses may choose to build a dedicated processing facility on their property, most businesses start out renting a kitchen space. Small businesses may hold a license in a church kitchen, at a local community center, or at a dedicated shared-use facility (entrepreneurial center). Certain foods may require a specific license type with specific facility requirements. In general, a **retail** license is issued for food that is prepared and sold directly to the consumer; a **food processing plant** license allows the preparation of foods for sale through both wholesale and retail channels.

Selling potentially hazardous items such as eggs, fresh meats, and dairy products at farmers' markets will require **licensing.**

Rules that may apply to foods sold at **farmers' markets or similar venues** include:

• **Bakery items** that are **potentially hazardous** due to a cream or custard fillings or buttercream frosting, or items like cheesecake must be prepared in a commercial kitchen under license and kept cold. A retail license would be required for sale of potentially hazardous baked goods at locations such as farm markets or county fairs.

• **Beef, pork, lamb, poultry and other meat items** must be processed in a licensed meat establishment and require a retail license for sales at a farmers' market.

• **Dairy products** such as fluid milk, cream, butter, cheese, and yogurt must be processed at a licensed facility and a mobile retail license is required for sales at farmers' markets.

• **Eggs** from the farm find eager customers at farmers' markets. Small-scale egg producers may package eggs for sale on a sales route or at farmers' markets. A retail license is required.

• **Fish and seafood** sold at a farmers' market must be processed at a licensed retail food establishment or food processing plant. A retail license is required.

• **Juice products** sold at a farmers' market must generally be processed at a licensed retail food establishment or food processing plant.

• **Pet foods** must meet standards similar to human foods and are manufactured under license.

• **Processed fruits and vegetables**, including frozen, cut, peeled, or sliced fruits and vegetables must be produced under license for sale at farmers' markets. A retail license would be required for sale of items such as frozen or cut vegetables that must be kept cold.

• **Sauces and condiments** such as applesauce may be exempted from licensing if home canned, but other shelf-stable sauces, dressings, and condiments would be prepared under a license.

A license will be required either to sell and/or to process many products that may be sold at a farmers' market. Licensing is generally required if 'exempt' sales are over the allowed amount or for out-of-state sales – only raw, intact fruits and vegetables may generally be sold across state lines without a license. Potentially hazardous items such as eggs, fresh meats, and baked goods that require refrigeration, will generally require a mobile retail license. Other licenses apply to the production or manufacture of a certain types of foods or beverages. Local ordinances may require further licensing.

NOTE: Vendors from **outside of Wisconsin must comply with Wisconsin regulations to sell in the state**. Call the Licensing Specialists to see if your idea 'fits' with what is allowed. **Licensing**

Specialists at the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) will direct vendors to the licensing requirements for their individual business. Contact DATCP Licensing Specialists at 608-224-4923 or datcpdfslicensing@wi.gov

> **NOTE: In spite of what many web sites say, Wisconsin does not have a cottage food law! Please refer to official documents for accurate, up-to-date information.**

Only licensed vendors offering processed or "ready to eat" foods will be approved to participate, unless exempt from licensing. Copies of all licenses are to be submitted at the time of application. Home bakers may be approved if inclusion of their product will enhance the market.

Vendors selling processed produce, flavored honey or flavored maple syrup must have a food processing license. Only unprocessed produce and raw honey, raw maple syrup is allowed for sale without a license.

Vendors offering processed or "ready to eat foods" are responsible for obtaining all licenses and permits to be approved to sell such items at the Menomonie Farmer's Market. Licenses are to be issued by the Dunn County Public Health Department and/or the State of Wisconsin Department of Agriculture, Trade and Consumer Protection. Copies of all licenses and permits must be on file with the Market Manager prior to selling at the Market.

It is suggested that all permits be displayed for customers to view.

Vendors may not advertise that they have organic products unless they have been certified organic. A copy of the certification must be on file with Market Manager.

All vendors agree to obey General Food Labeling Guidance and follow all labeling requirements as applicable to the product they sell. All labels must include name of the business/maker, including any labels packaged by a third party.

MARKET TIMES AND DATES:

Menomonie Farmer's Market will open for the summer season on the third Saturday in May and run every Wednesday and Saturday through the third Saturday in October.

2023 Market Days and Times are: Wednesdays 10AM-6PM and Saturdays 8AM-1PM.

Vendors may participate full season, half season or partial season.

The Market will occur rain or shine. If there is a severe storm the market will not be held. If a severe storm occurs during the market vendors and customers are directed use the bathrooms located in the band shell.

DURING THE MARKET:

Only vendors and/or their designated helpers are allowed to sell at the market.

Vendors may not bring animals to the market unless it is a Service Animal and is required due to a disability. A service animal means an animal that is individually trained to do work or perform tasks for the benefit of an individual with a disability, including a physical, sensory, psychiatric, intellectual, or other mental disability. Emotional support animals, comfort animals, and therapy dogs are not service animals. A doctor's letter does not turn an animal into a service animal.

Vendor space is approximately ten feet by ten feet. Inside the pavilion absolutely no nails, staples or other damaging fasteners are to be used. Outside the pavilion absolutely no stakes are to be driven into the grass, use of weights for the tents is recommended.

Vendors must furnish their own tents, tables & chairs. Vendors selling "ready to eat" lunch foods are required to sell from Food Trucks OR White Tents only.

If a Vendor chooses to use sides for their tent, they must be those manufactured specifically to be used with a tent.

Vendors are responsible for cleaning and/or sanitizing their tables before placing items on the tables. Vendors may choose to use washable table covers. Vendors are responsible for cleaning space at the end of each Market Day. Vendors serving ready to eat foods are responsible for cleaning the customers' tables and taking away garbage to the dumpster.

Items may NOT be placed in front of vendor space. No food items may be placed directly on the ground. This rule especially applies to pumpkins, watermelons, and squash.

Set-up times are: 6AM-7:30 AM on Saturdays and 8AM-9:30AM on Wednesdays. Vendors will not be allowed to set up after 7:30 AM on Saturday or 9:30AM on Wednesday.

In a situation that a vendor is not at the market by 7:30AM on Saturday or by 9:30AM on Wednesday their spot is considered open to other vendors.

In a situation of unforeseen circumstances, a vendor will be arriving to the market after the normal set-up times, they must inform the market manager in writing by sending a text to the following number: 715.641.0050.

Vendors are to drive up, unload and move their car/trucks immediately to allow space for other vendors. Vendors may not start organizing their booth while their car remains parked on the customer parking space.

Vendors are prohibited from driving into the Pavilion or on the grass.

Vendors may only use parking area as indicated for vendors. Vendors and/or their helpers may not remain parked on 8th Street, 9th Avenue or Wilson Avenue. These spaces are reserved for customers and event patrons.

Sales are NOT allowed prior to market hours (before 8 AM on Saturday/10 AM on Wednesday).

Respect other vendors and market customers. Profanity, yelling, and heckling will not be tolerated.

Vendors may not sublet space. Market Manager retains the right to approve and facilitate all arrangements pertaining to subletting space.

Consuming alcoholic beverages and smoking are not allowed in the market area. This applies to vendors, helpers, and customers.

Price and terms of sale are solely between buyer and seller. All prices must be displayed. All vendors agree to abide by fair business practices.

Vendors may begin to tear down their booths at 6 PM on Wednesdays and 1 PM on Saturdays.

A vendor will forfeit their spot under the pavilion if three or more late arrivals or early teardowns will be noted.

Vendors may leave the market earlier ONLY

- if there is a family emergency
- if they sell out prior to the end of the market day
- at 2PM on Wednesdays (must be completely out by 2:30 PM)

Vendors must inform the market manager that they will leave early prior to beginning breaking down their booth.

Vendors must first tear down their booths, fold tents, have their products in bins/boxes and only then drive up to load items in the car/truck.

Leftover produce/products may NOT be placed in the trash bins.

Vendors are invited to participate in market's ZERO WASTE efforts and:

- Use Compost basket or talk to other vendors: they may be interested in using it for compost.
- Donate to Stepping Stones/Food Pantry
- Donate flowers

If a vendor is not able to attend market for any reason and must cancel, they need to contact market manager no later than 6AM on Saturdays and 8AM on Wednesdays. Cancellation notice can be sent via email to: manager@menomoniefam.org or via text message to 715-641-0050.

If a vendor is not in attendance for a period of two weeks without prior notice, the application will be void and vending space will be considered open to other vendors.

If a vendor fails to notify the market manager of a cancellation and does not appear at a scheduled market date, it will be considered a "No-Show". If a vendor does this more than 3 times, they will risk losing their spot.

If a vendor is not able to attend a market for any reason, they can have helpers that will be selling for them. This can be a family member, friend or hired person. Other vendors that have membership with the Menomonie Farmer's Market cannot be helpers if they also have a booth at the market on the same day.

One person cannot sell at two booths on the same day. This does not apply to bathroom/lunch breaks while vendors are present at the market.

All helpers must know and follow the Market Rules and Regulations and have a Helper Form signed. If a helper violates the market rules, the violation is issued under Vendor's name.

MARKET TOKENS / EBT

All vendors selling SNAP-eligible products MUST accept market tokens.

Vendors MUST display a sign that they are accepting market tokens.

How the program works:

• The customer brings their EBT card (food stamp card) to the market information booth. They decide how much they want to spend at the market and

asks the market staff to sell them tokens worth that amount.

• The market staff person swipes the card through the wireless POS terminal. The amount of the
sale is debited from the customer's card. The market staff person gives the customer tokens for
the full amount requested.

• The customer shops at the market for eligible foods, using tokens like cash.

• At the end of the market day, each vendor turns in all tokens received to the market manager, in exchange for a receipt for the full value of tokens received.

• The market manager will mail the check to the farm or vendor's business address.

MARKET TOKEN Program Rules:

• No US currency is to be given as change or exchanged for tokens in any manner. The sale must be for the exact amount of the scrip or the customer can make up the difference with cash.

• Accept only our market association tokens. No other market association tokens can be accepted at this market.

• All market vendors and farmers must accept tokens for eligible food products. Customers using tokens must receive the same respect as other customers.

• All food-stamp eligible food items, food seeds and food plants can be purchased with tokens.

• No hot food or non-food items such as flowers, clothing or crafts can be bought with tokens.

SOCIAL MEDIA

Vendors are invited to join a closed group for vendors on Facebook to express their experiences and thoughts about the market. Posting any internal market matters, such as vendors' conflicts, violations, vendor's discussions, and other confidential matters on public pages is prohibited.

Vendors may not act as Menomonie Farmer's Market representative on any social media platforms and speak as Menomonie Farmer's Market unless they manage the Farmer's Market page.

Vendors may not create pages or events on social media for the Menomonie Farmer's markets. All events are created by the official Menomonie Farmers' Market page and vendors may add those events to their personal or business pages.

Vendors are highly welcome to tag Menomonie Farmer's Market, post in events or on Facebook page for the Menomonie Farmer's Market. Use of hashtag #GetFreshWithUs is encouraged.

Market management will do their best to share vendor's posts to the market page, if the post is made public. Management can not see vendor's posts on social media if they were blocked.

Use of Menomonie Farmer's Market & West CAP logo or images taken by the West CAP staff is allowed with a written permission only.

MEMBERSHIP FEE

Membership Fees are due at the time of application. Membership fees are published on the current year application.

Membership Fee is waived to any vendor applicant under the age of 18, under the Menomonie Farmer's Market "Bloom where you are planted" program. The program is offered to local area residents under the age of 18 who intend to sell items they have made/grown by themselves without any help of others.

Membership fee is waived to any local non-profit 501(c)(3) organization that wants to have informational booth with the intend to distribute information about their organization and services. No sales will be allowed and no items can be offered for a "donation".

All Fees are non-refundable.

West CAP's Market Manager will enforce all rules and regulations. Disregard for any market rules will cause action to be taken. West CAP retains the right to prohibit a vendor form participating in the market, without a refund, if rules are broken.

FARMERS

Do you:

- Grow and sell fresh fruits and vegetables at a farmers market or farmstand in Wisconsin?
- Want free advertising from WIC and Senior Agencies?
- Like to feed your community local produce?

Ask your local WIC Agency about becoming a Farmer for the Farmers Market Nutrition Program.

LEARN MORE

dhs.wisconsin.gov/wic/fmnp/farmers.htm

2022 Data:

- Over 69,000 WIC and senior participants served
- Four hundred sixty-three farmers markets and farmstands statewide
- One hundred percent of produce sales go back to farmers

State of Wisconsin
Department of Health Services
Division of Public Health
P-03398A (03/2023)

This institution is an equal opportunity provider

General Food Labeling Guidance

Food manufacturers, packers, and distributors must know and follow applicable labeling laws before offering food for distribution in Wisconsin. This document provides general information about packaged food labeling requirements. It does not include information for labeling meat, poultry, Grade A dairy products, or alcohol.

DIVISION OF FOOD AND RECREATIONAL SAFETY

P.O. Box 8911

Madison, WI 53708

(608) 224-4700

https://datcp.wi.gov

RESOURCES

More information on applicable Wisconsin laws and regulations can be found at these links:

Wis. Stat. 97
https://docs.legis.wisconsin.gov/statutes/statutes/97

Wis. Admin. Code ATCP 70
https://docs.legis.wisconsin.gov/code

Wis. Admin. Code ATCP 87
https://docs.legis.wisconsin.gov/code/admin_code/atcp/055/87

Wis. Admin. Code ATCP 88
https://docs.legis.wisconsin.gov/code/admin_code/atcp/055/88

Electronic Code of Federal Regulations
https://ecfr.gov

FDA Food Labeling Guide
https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/ucm2006828.htm

What information is required on packaged food labels?

- Statement of identity
- Net quantity of contents
- Declaration of responsibility
- Ingredient statement (when two or more)
- Allergens declarations (when present)
- Nutrition facts

All required information must be in English except articles distributed solely outside of the U.S. (see 21 Code of Federal Regulations (CFR) § 101.15)

Statement of Identity
21 CFR § 101.3

The statement of identity is the name of the food. It must appear on the front label or principal display panel (PDP).

The Food and Drug Administration (FDA) has established many names for standard of identity products. Examples include several cheeses and cheese products, dressings, noodles, bakery products, jams and jellies, and bottled water. If the food is subject to a standard of identity it must bear the name specified in the standard. If the food does not meet the standard then you must use a non-standard name. For example, raspberry jam meeting the standard of identity could be labeled raspberry jam, but if chocolate was added, the product would not meet the standard of identity and would have to be called something else, such as raspberry spread with chocolate. A non-standard name must be an appropriate description and not misleading.

See 21 CFR § 102 for information on naming non-standardized foods. Foods with standards of identity can be found in 21 CFR §§ 130-169.

Certain foods may have alternate or additional requirements. Use resources as necessary to determine applicable state and federal label requirements for specific packaged foods.

Net Quantity of Contents
21 CFR § 101.105

The net quantity of contents is the statement on the label that declares the amount of food in the container or package in terms of weight, measure, numerical count, or a combination of numerical count and weight or measure. If the food is a liquid, you must use fluid measure for declaring contents. If the food is solid, semi-solid, viscous, or a mixture you must declare contents using a net weight statement. Some products and certain sizes and types of packages may have different allowances or requirements for declaration.

Food labels must show the net contents in both the U.S. customary system terms (ounces, pounds, fluid ounces, gallons, quarts, pints) and metric (grams, kilograms, milliliters, liters). Random weight packages and products made in and sold only in the same retail store location may list only U.S. customary system terms.

Declaration of Responsibility
21 CFR § 101.5

Packaged food labels must list the following:

- Legal name of manufacturer, packer, or distributor
- City, state, and zip code*

If the responsible person is not a corporation, the label must specify the name under which that person does business. If the business is a corporation, you must use the corporate name.

If the food is not manufactured by the person whose name appears on the label, the name must be qualified by a phrase that reveals the connection the person has with the food such as "Manufactured for ___" or "Distributed by ___."

*If you do not list the business name and address in a current, readily accessible, and publically available source, such as a city directory or phone book, the complete street address must be included.

Ingredient Statement
21 CFR § 101.4

The ingredient statement on a packaged food label is the listing of each ingredient in descending order of predominance by weight. That is, you must list the ingredient that weighs the most first, and the ingredient that weighs the least last. All of the sub-ingredients for foods with multiple ingredients must be included. For example: all-purpose flour (bleached wheat flour, malted barley flour, niacin (a B vitamin), iron, ...).

There are many ingredients that may be listed as "spices," but these do not include onions, garlic, and celery because these items are traditionally regarded as food. Paprika, turmeric, and saffron or other spices which are also colors, must be declared as "spice and coloring" unless declared by their common or usual name (see 21 CFR § 101.22.)

You must list all certified colors by their specific names such as "FD&C Red No. 40" (see 21 § CFR 74).

Use the common or usual ingredient name unless there is a regulation that provides for a different term. For example, use "sugar" instead of the scientific name "sucrose."

Allergens Declarations

Ninety percent of allergic reactions to food are caused by eight common foods (and their byproducts) which are considered major food allergens. Those common foods are:

Milk	Eggs
Wheat	Soy
Fish*	Crustacean shellfish*
Peanuts	Tree nuts*

If these foods or their derivatives are present in **any** amount in a packaged food product, the allergen must be appropriately declared by the common name of the allergen. Milk, wheat, peanuts, eggs, and soy are the appropriate words to use for declaring these allergens in food.
*You must list tree nuts, fish, and crustacean shellfish by their common name or market name.

You must list major food allergens on food labels in either of the following ways:

- Within the ingredient list by common name:
  - Example: Butter (cream (milk), salt)
- Within a "contains" statement in all capital letters:
  - Example: CONTAINS: MILK, COCONUT

Labels using a "contains" statement must list **all** major food allergens. The "contains" statement must be located directly below or adjacent to the ingredient statement and be in the same size font used for ingredients.

Types of tree nuts considered to be major food allergens include almond, beech nut, Brazil nut, butternut, cashew, chestnut, chinquapin, coconut, filbert/hazelnut, ginko nut, heartnut, hickory nut, lichee nut, macadamia nut/bush nut, pecan, pine nut/pinon nut, pili nut, pistachio, sheanut, and walnut (English, Persian, Black, Japanese, California).

See the seafood list on the FDA website for common names and acceptable market names of fish and crustacean shellfish.

You do not need to declare highly refined oils, such as soy oil, as a major food allergen.

Nutrition Facts

You must provide nutrition information relating to food for most products intended for human consumption and offered for sale.
Key required components typically include the following:

- Servings per container and serving size
- Nutrient amounts per serving
- Percent of reference daily intake for certain components
- Footnote (* % daily value based on...)

There are specific requirements for nutrient content claims, health claims, and other types of claim statements such as "fresh." All information must be truthful and not misleading.

Nutrition Facts Exemptions

There are exemptions for the requirement to provide nutritional labeling such as low volume products produced by certain small businesses. Generally, a food package loses those exemptions if a nutrition claim is made or nutrition information is provided (see 21 § CFR 101.9(j))More information on exemptions and when annual filing for exemption may be required based on volume of product and size of business can be found at www.fda.gov under small business nutrition labeling exemption.

Wisconsin Department of Agriculture, Trade and Consumer Protection
Division of Food and Recreational Safety ● P.O. Box 8911 ● Madison, WI: 53708-8911 ● (608) 224-4700

Captive game animals such as farm-raised deer and buffalo

Meat from exotic species may be sold directly to consumers from the farm, provided the animal has been slaughtered under inspection and the meat processed at a state or federally licensed facility.

All meat from captive game animals sold to consumers in any place other than from the owner's premises, including farmers markets, must be inspected and passed at a state or federally inspected facility.

All other requirements for livestock apply to exotic species. A retail food license is required.

Rabbits

Producers may slaughter, process and sell rabbit meat directly to consumers from their premises without inspection or a license.

Rabbit meat sold at any location other than the producer's premises must be slaughtered, processed, packaged and labeled at a licensed facility.

An appropriate license is required for any location, other than a farm / production premise, where rabbits are sold to consumers.

For more specific information or answers to questions about direct marketing meat and poultry products, see Section 97.42 stats. and Ch. ATCP 55 Wis. Adm. Code or contact your regional office (see map on next panel).

Region 1
Southern Regional Office
2811 Agriculture Drive, 1st Floor
POBox 8911
Madison, WI 53708-8911
608/224-4700
In Milwaukee area, call:
414/777-0529

Region 2
Northeast Regional Office
200 N. Jefferson, Suite 146A
Green Bay, WI 54301
920/448-5120

Region 3
Northwest Regional Office
3610 Oakwood Hill Parkway
Eau Claire, WI 54701-7754
715/839-3844

Central Administrative Office
2811 Agriculture Drive, 3rd Floor
PO Box 8911
Madison, WI 53708-8911
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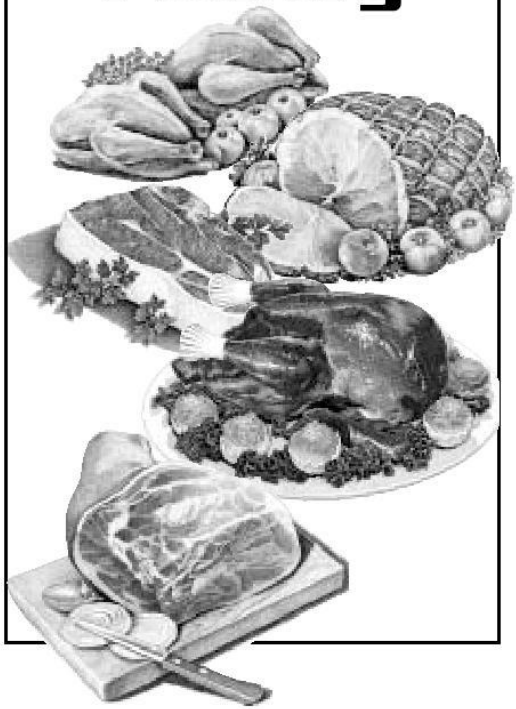
Wisconsin Department of Agriculture, Trade and Consumer Protection

Direct Marketing

Meat AND Poultry



Division of Food Safety

Poultry Requirements

(farm-raised chickens, ducks, geese, guinea hens, squab, turkeys)

Less than 1000 birds per year		
Sold from the producer's premises	**Sold at a farmers market**	**Sold to retail establishments**
Birds are healthy Producer can slaughter and sell birds without inspection or a license Producer maintains custody of birds until sold Birds can only be sold directly to the consumer Birds are labeled "not inspected," have the name and address of producer, and net weight	All birds must be slaughtered and processed at a meat licensed facility Birds are labeled "not inspected," and have the name and address of producer, and net weight A mobile retail food license is required to sell birds at farmers markets, and local ordinances may also apply	Birds are processed at a licensed meat establishment Bird-by-bird inspection is required Birds are fully labeled In addition, the producer must be registered as a meat distributor

More than 1000 birds per year		
Sold from the producer's premises	**Sold at a farmers market**	**Sold to retail establishments**
Bird-by-bird inspection required at a state or USDA licensed facility Birds are fully labeled Producer must have a retail food establishment license	Same requirements as at left Local ordinances may apply at farmers markets	Same requirements as at left In addition, the producer must be registered as a meat distributor

NOTE: If the product is sold over state lines, the processing facility must be under USDA inspection.

Livestock Requirements

(cattle, swine, calves, sheep, goats, ratites)

All meat derived from livestock sold to consumers must be inspected and passed at a state or federally inspected facility.

Products must be properly labeled and include the following:

- Name of the product, e.g. Beef T-bone, ground ostrich, pork spareribs
- List of ingredients if more than one ingredient, such as sausage
- Name and address of the packer, distributor or processor
- Inspection legend (USDA or WI symbol)
- For perishable products, a handling statement, such as "Keep Refrigerated" or "Keep Frozen"
- Raw and uncooked products must have a safe handling label for consumers

Meat must be sold by weight.

Producer selling meat from farm:	**Producer distributing meat from the farm for wholesale sales:**	**Producer selling meat door-to-door or at a farmers market:**
A retail food license is required In addition, The freezer must be inspected to ensure it maintains the meat in a frozen state The freezer must be used exclusively to store meat sold to consumers The freezer must be clean and located in a clean, neat area (house or shed are okay)	*Registration as a distributor is required* In addition, The producer's vehicle must be inspected to ensure that frozen meat and poultry will be maintained in a frozen state and sanitary manner Unfrozen meat and poultry products must be maintained and delivered at internal temperatures of 41°F (5°C)or less Any effective method can be used (freezer, dry ice, cooler, etc.)	*A mobile retail food license is required* In addition, Same requirements as at left

NOTE: Meat slaughtered by the farmer or a mobile slaughterer on the farmers premises cannot be sold.

Record-keeping

The Division of Food Safety strongly recommends keeping a written record of every batch of product made for sale, to include the following:

- Name of the product
- Recipe, including procedures and ingredients
- Amount canned and sold
- Canning date
- Sale dates and locations
- Gross sales receipts
- Results of any pH test

Sanitation

While inspection is not required, all customers expect good sanitation. Please use the following basic guidelines to meet your customers' expectations:

- Use clean equipment that has been effectively sanitized prior to use
- Clean work surfaces with soap and water followed by a solution of bleach water before and after use
- Keep ingredients separate from other unprocessed foods
- Keep household pets out of the work area
- Keep walls and floors clean
- Have adequate lighting
- Keep window and door screens in good repair
- Wash hands frequently while working
- Consider annual testing of water if using a private well

Products you CAN sell without a license

Home-canned fruits and vegetables that are naturally acidic or have been acidified by pickling or fermenting.

The products have an equilibrium pH of 4.6 or lower. This is a measure of acidity. The lower the pH number, the more acidic the food.

Examples of allowable canned products:

- Pickled fruits and vegetables (NOT refrigerator pickles)
- Salsas and chutneys
- Sauerkraut and kimchi (also spelled kimchee or gimchi)
- Fruit-based jams and jellies
- Cherries, peaches, applesauce and other fruits

Where can I find more information?

LEGAL AND LICENSING REQUIREMENTS:

- Wisconsin Department of Agriculture, Trade & Consumer Protection 608-224-4682
- datcp.wi.gov

CANNING PROCESSES AND RECIPE INFORMATION:

- UW Extension, 608-263-7383
- foodsafety.wisc.edu/preservation
- foodpreserving.com
- uga.edu/nchfp

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Division of Food Safety
2811 Agriculture Drive, PO Box 8911
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Selling Home-Canned Foods

Do It Safe, Do It Legal

Wisconsin Department of Agriculture, Trade & Consumer Protection

Wisconsin Act 101, commonly referred to as the Pickle Bill of 2010, allows you to sell select home-canned foods without a license under certain limited circumstances.

It is important to remember that all food processors are legally liable for what they sell, regardless of licensing.

Please note that this is a narrow exception to the law; **most foods sold in Wisconsin must be produced in a licensed facility.**

Products you CANNOT sell without a license

Processed fruits or vegetables with an equilibrium pH higher than 4.6

Examples of prohibited products with a **pH higher than 4.6:**

- **Low-acid vegetables:** artichokes, asparagus, corn, all types of beans, beets, broccoli, Brussels sprouts, cabbage, carrots, cauliflower, horseradish, eggplant, mushrooms, peas, most peppers, potatoes, squash, spinach

Processed non-fruits or non-vegetables with an equilibrium pH lower than 4.6

Examples of prohibited products with a **pH lower than 4.6:**

- **Fish, meat, pickled eggs, lemon curd, pesto, sauces, dressings or condiments**

Bakery items, dried or packaged foods or other processed foods

Sales Permitted

- No more than $5,000 per year per person
- Retail only (direct from producer to consumer)
- Allowed at community or social events, flea markets or farmers' markets in Wisconsin

Sales NOT Permitted

- Out of your home
- Wholesale (resale by someone else)
- On consignment
- Via the internet or out of state
- Of exempt foods (pickle bill products) along with licensed foods

Signs and Labels Required

Sign at the point of sale, stating the following "These canned goods are homemade and not subject to state inspection."

Product labels **must** include:

- Name and address of the person who did the canning
- Date of canning
- Statement: "This product was made in a private home not subject to state licensing or inspection."
- All ingredients in descending order of prominence, including the common name for any ingredient that originates from milk, eggs, fish, shellfish, tree nuts, peanuts, wheat or soybeans as these are ingredients that can cause severe allergic reactions in some people, who must be able to recognize when they are present.

Training and Recipes

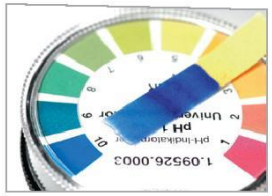
The Division of Food Safety strongly encourages attending proper training and the use of standardized recipes for canning allowable products. It is recommended, that you:

Complete an at-home canning safety course offered by University of Wisconsin-Extension or other training approved by the Food Safety Division

Or use recipes and processes from:

- The Ball Blue Book (available in bookstores and online)
- The Ball Complete Book of Home Preserving (available in bookstores and online)
- The Ball web site
- The National Center for Home Food Preservation web site
- The University of Wisconsin-Extension
- Or use recipes and processes reviewed by a person who is recognized by the Division of Food Safety as an authority on preparing and canning food.

Testing pH

The Division of Food Safety strongly recommends testing your finished product for equilibrium pH to ensure it is 4.6 or lower

- Test the first batch of each recipe you make during the production season.
- Review the University of Wisconsin-Extension information about pH and choosing a pH meter.
- Ensure the pH meter is properly calibrated on the day of use.
- Alternatively you may use short-range paper pH test strips (litmus paper) if the product normally has a pH of 4.0 or lower and the paper's range includes the pH of 4.6.